

Television Transactions — Second-Quarter 1994

Date Transaction Announced	Property	Affiliation	Designated Marketing Area	Purchaser	Seller	Price (at Announcement of Deal)
June 27, 1994	KWCH-TV	CBS	Hutchinson-Wichita, KS	Spartan Radiocasting Co.	KBS LP and SD Communications	\$58 million
June 27, 1994	KBSD-TV	CBS	Ensign, KS	Spartan Radiocasting Co.	KBS LP and SD Communications	\$58 million
June 27, 1994	KBSH-TV	CBS	Hays, KS	Spartan Radiocasting Co.	KBS LP and SD Communications	\$58 million
June 27, 1994	KBSL-TV	CBS	Goodland, KS	Spartan Radiocasting Co.	KBS LP and SD Communications	\$58 million
June 13, 1994	KXLN-TV	Univision	Houston, TX	Univision Television Group	Pueblo Broadcasting Group	\$20 million
June 6, 1994	KHSL-TV	CBS	Chico, CA	Golden Empire Television Corp.	Estate of Mickey McClung	\$7.6 million
May 1994	WVTM-TV	NBC (Fox)	Birmingham, AL	NWC Acquisition Corp.	Argyle Communications I	Estimated at \$717 million
May 1994	KTVI-TV	ABC (Fox)	St. Louis, MO	NWC Acquisition Corp.	Argyle Communications I	Estimated at \$717 million
May 1994	KTBC-TV	CBS (Fox)	Austin, TX	NWC Acquisition Corp.	Argyle Communications I	Estimated at \$717 million
May 1994	KDFW-TV	CBS (Fox)	Dallas, TX	NWC Acquisition Corp.	Argyle Communications I	Estimated at \$717 million
May 30, 1994	WMFP-TV	Ind	Lawrence, MA (Boston)	Shop at Home, Inc.	MFP Inc.	\$7 million
May 30, 1994	KOOV-TV	ABC	Waco, TX	Drewry Communications	Shamrock Television	\$5-\$7 million
May 23, 1994	WGBO-TV	Ind	Joliet (Chicago, IL)	Univision Television	Combined Broadcasting	\$35 million
May 16, 1994	KOVR-TV	ABC	Stockton, CA	River City Broadcasting	Continental Broadcasting	\$287 million total
	WSYX-TV	ABC	Columbus, OH	River City Broadcasting	Continental Broadcasting	\$287 million total
	WLOS-TV	ABC	Asheville, NC	River City Broadcasting	Continental Broadcasting	\$287 million total
	WAXA-TV	SAT	Anderson, NC	River City Broadcasting	Continental Broadcasting	\$287 million total
	KZPR-FM		Albuquerque, NM	River City Broadcasting	Continental Broadcasting	\$287 million total
	KLSK-FM		Albuquerque, NM	River City Broadcasting	Continental Broadcasting	\$287 million total
	KZSS-AM		Albuquerque, NM	River City Broadcasting	Continental Broadcasting	\$287 million total

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May 16, 1994	WLTZ-TV	NBC	Columbus, GA	Piney Creek Broadcasting	Lewis Broadcasting Corp.	\$4.3 million
May 9, 1994	WYED-TV	Ind	Raleigh-Durham-Goldsboro	Outlet Communications	Group H Broadcasting	\$5.4 million
May 9, 1994	WSAZ-TV	CBS	Phoenix, AZ	New World Communications Group	Greef American Communications (Now Citicasters)	\$350 million Cash plus \$10 million in Warrants
	WBRC-TV	ABC	Birmingham, AL	New World Communications Group	Greef American Communications (Now Citicasters)	\$350 million Cash plus \$10 million in Warrants
	WDAF-TV	NBC	Kansas City, KS	New World Communications Group	Greef American Communications (Now Citicasters)	\$350 million Cash plus \$10 million in Warrants
	WGHP-TV	ABC	High Point, NC	New World Communications Group	Greef American Communications (Now Citicasters)	\$350 million Cash plus \$10 million in Warrants
May 2, 1994	KADE-TV	Dart	San Luis Obispo, CA	Raul and Consuelo Palazuelos	Community Media Corp.	\$0.85 million
April 25, 1994	WATE-TV	ABC	Knoxville, TN	Young Broadcasting	Nationwide Communications	Approximately \$150 million
	WRIC-TV	ABC	Richmond, VA	Young Broadcasting	Nationwide Communications	Approximately \$150 million
	WBAV-TV	ABC	Green Bay, WI	Young Broadcasting	Nationwide Communications	Approximately \$150 million
April 18, 1994	WASV-TV	Ind	Asheville, NC	Pappas Telecasting	Video Marketing Network	\$1.22 million
April 11, 1994	WTLK-TV	Ind	Atlanta, GA	Paxson Communications Corp.	TV-14 Inc.	\$8.5 million
April 11, 1994	WKEF-TV	NBC	Dayton, OH	WKEF Corp. (affiliate of Citibank)	KT Communications	\$26 million
April 11, 1994	WPBF-TV	ABC	Tampa, FL	Paxson Communications Corp.	Phipps-Potamkin TV Partners	\$31.9 million
April 11, 1994	KSBW-TV	NBC	Salinas, CA	EP Communications (Elizabeth Murdoch)	Gillett Holdings	\$35 million Total
	KSBY-TV	NBC	San Luis Obispo, CA	EP Communications (Elkin Plankin)	Gillett Holdings	\$35 million Total
April 4, 1994	WHBQ-TV	ABC	Memphis, TN	Communications Corporation of America	Adams TV of Memphis (Adams/Brissette)	\$43 million
April 4, 1994	WRDC-TV	NBC	Durham, NC	Communications Corporation of America	Brissette Communications (Paul Brissette)	\$34 million

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Date Transaction Announced	Property	Affiliation	Designated Marketing Area	Purchaser	Seller	Price (at Announcement of Deal)
February 24, 1994	WWL-TV	CBS	New Orleans, LA	A.H. Belo	Rampart Operating Partnership	\$110 million
January 1994	WHTM-TV	ABC	Harrisburg, PA	Price Communications	Smith Broadcasting Group	\$40.5 million
January 3, 1994	KRBK-TV	Ind	Sacramento, CA	Pappas Telecasting	Koplar Communications	\$22 million

Television Transactions -- Fourth-Quarter 1993

Date Transaction Announced	Property	Affiliation	Designated Marketing Area	Purchaser	Seller	Price (at Announcement of Deal)
December 13, 1993	WKYT-TV WYMT-TV	CBS CBS	Lexington, KY Hazard, KY	Gray Communications Systems Inc. Gray Communications Systems Inc.	Kentucky Central Television Co. Kentucky Central Television Co.	\$38.1 million \$38.1 million
December 13, 1993	WICD-TV	NBC	Champaign, IL	Guy Gannett Publishing Co.	Plains Television Partnership	\$3.75 million
December 13, 1993	WOLP-TV	Ind	Miami, FL	Christian Network	New Miami Latino Broadcasting Corp.	\$4.4 million
December 13, 1993	KRLR-TV	Ind	Las Vegas	Las Vegas Channel 21 Inc.	DRES Media, Inc.	\$4.9 million
December 6, 1993	KPRC-TV KSAT-TV	NBC ABC	Houston, TX San Antonio, TX	Washington Post Company Washington Post Company	H&C Communications H&C Communications	Approximately \$250 million Approximately \$250 million
December 6, 1993	WTVN-TV	Fox	Martinsburg, WV	Green River Broadcasting	Flying A Communications	\$1.65 million
December 6, 1993	WTWS-TV	Ind	New London, CT	VVI New London Inc.	R&R Media Corp.	\$2.0 million
December 6, 1993	WKTF-TV	Ind	Fayetteville, NC	Allied Communications Co.	Delta Broadcasting Inc.	\$4.375 million
December 6, 1993	WAKC-TV	ABC	Akron, OH	ValueVision International Inc.	Group One Broadcasting LP	\$6.0 million
November 8, 1993	WEMT-TV	Fox	Greenville, TN	MaxCore of TN Cities LP	Chesapeake Bay Holding Company	\$3.0 million
November 3, 1993	WLVI-TV	Ind	Boston, MA	Tribune Broadcasting Company	Gannett	\$25 million
October 4, 1993	WLOV-TV	ABC	West Point, MS	Lingard Broadcasting Corp.	Love Communications Co.	\$1.1 million

Television Transactions — Third-Quarter 1993

Date Transaction Announced	Property	Affiliation	Designated Marketing Area	Purchaser	Seller	Price (at Announcement of Deal)
September 27, 1993	WCGV-TV	Fox	Milwaukee, WI	Sinclair Broadcast	ABRY Communications	Total proceeds to ABRY total \$180 million
	WTTQ-TV	Fox	Birmingham, AL	Sinclair Broadcast	ABRY Communications	Total proceeds to ABRY total \$180 million
	WNUV-TV	Ind	Milwaukee, WI	Glencair Acquisitions	ABRY Communications	Total proceeds to ABRY total \$180 million
	WTVF-TV	Ind	Baltimore, MD	Glencair Acquisitions	ABRY Communications	Total proceeds to ABRY total \$180 million
September 27, 1993	WGBS-TV	Ind	Philadelphia, PA	Fox Broadcasting Company	Combined Broadcasting, Inc.	\$57 million
September 6, 1993	KALB-TV	NBC	Alexandria, LA	Park Broadcasting	Lanford Telecasting Company	\$21 million
July 1993	WMC-TV	NBC	Memphis, TN	Ellis Communications (now Raycom)	Scripps Howard Broadcasting	\$57.5 million
August 30, 1993	WACH-TV	Fox	Columbia, SC	Ellis Communications (now Raycom)	FCVS Communications	\$15 million
August 30, 1993	WEVU-TV	ABC	FL Meyers, FL	Ellis Communications (now Raycom)	FCVS Communications	\$11.5 million
August 23, 1993	WKCH-TV	Fox	Knoxville, TN	Ellis Communications (now Raycom)	FCVS Communications	\$15 million
July 1993	WUPW-TV	Fox	Toledo, OH	Ellis Communications (now Raycom)	Toledo TV	\$27 million
August 1993	KAME-TV	Fox	Reno, NV	Ellis Communications (now Raycom)	Page Enterprises	\$8 million
						(Total \$134.0 million)
August 30, 1993	WCSC-TV	CBS	Charleston, SC	Jefferson-Pilot Communications	General Electric Capital Corp.	\$15.5 million
August 30, 1993	WGTO-TV	ABC	Sault Ste. Marie, MI	Thomas Scanlan	Stephen Adams	\$4.43 million
	WGTU-TV	ABC	Traverse City, MI			
August 23, 1993	KOCB-TV	Ind	Oklahoma City	Superior Broadcasting Co.	Oklahoma City Broadcasting Co.	\$11 million
August 3, 1993	KITN-TV	Fox	Minneapolis	Clear Channel Communications	Nationwide Communications	\$36 million
July 26, 1993	KMST-TV	CBS	Monterey, CA	Harron Communications	Rebaw Broadcasting Company	\$8.2 million
July 7, 1993	KOLD-TV	CBS	Tucson, AZ	New Vision	News Press & Gazette Co.	\$110 million for all properties
	WSAV-TV	NBC	Savannah, GA	New Vision	News Press & Gazette Co.	\$110 million for all properties
	WECT-TV	NBC	Wilmington, NC	New Vision	News Press & Gazette Co.	\$110 million for all properties
	WJTV-TV	CBS	Jackson, MS	New Vision	News Press & Gazette Co.	\$110 million for all properties
	KSFY-TV	ABC	Sioux Falls, SD	New Vision	News Press & Gazette Co.	\$110 million for all properties
	KPRY-TV	ABC	Pierre, SD	New Vision	News Press & Gazette Co.	\$110 million for all properties
	KABY-TV	ABC	Aberdeen, SD	New Vision	News Press & Gazette Co.	\$110 million for all properties
	WHLT-TV	CBS	Hattiesburg, MS	New Vision	News Press & Gazette Co.	\$110 million for all properties

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Date Transaction Announced	Property	Affiliation	Designated Marketing Area	Purchaser	Seller	Price (at Announcement of Deal)
June 21, 1993	WTZA-TV	Ind	Kingston, NY (New York City)	WTZA-TV Associates Ltd	WTZA-TV Associates	\$2.5 million
June 18, 1993	WCSC-TV	CBS	Charleston	Jefferson-Pilot Communications	GE Capital	\$15.5 million
June 18, 1993	WKBD-TV	Fox	Detroit	Paramount Communications	Cox Communications	\$110 million
June 16, 1993	WTVH-TV	CBS	Syracuse	Granite Broadcasting Corporation	Meredith Corporation	\$32 million
	KSEE-TV	NBC	Fresno	Granite Broadcasting Corporation	Meredith Corporation	\$32 million
May 17, 1993	WHP-TV	CBS	Harrisburg, PA	WHP Television Ltd	WHP Inc.	\$9.25 million
May 10, 1993	WTVL-TV	ABC	Tallahassee, FL	Media Venture Management	ET Broadcasting Inc.	\$5 million
May 3, 1993	WHDH-TV	CBS	Boston	Sunbeam Television Corporation	New England Television Corp.	\$215 million
May 1993	WCTI-TV	ABC	New Bern, NC	Lamco Communications	Diversified Communications	\$12.3 million
April 1993	KVOA-TV	NBC	Tucson	Evening Post Company	H & C Communications	\$13.25 million

Television Transactions -- First-Quarter 1993

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March 1993	WVTM-TV	NBC	Birmingham	Argyle Communications I	Times Mirror	\$53.2 million
	KTVI-TV	ABC	St. Louis	Argyle Communications I	Times Mirror	\$50.0 million
	KTBC-TV	CBS	Austin	Argyle Communications I	Times Mirror	\$26.6 million
	KDFW-TV	CBS	Dallas	Argyle Communications I	Times Mirror	\$205.2 million (total \$335 million)
March 1993	WJPR-TV	Fox	Lynchburg, VA	Grant Broadcasting System II	Roanoke-Lynchburg TV	\$5.5 million
February 1993	WESH-TV	NBC	Orlando	Pulitzer Broadcasting	H & C Communications	\$130 million
	KCCI-TV	CBS	Des Moines	Pulitzer Broadcasting	H & C Communications	\$35 million (total \$165 million)
February 22, 1993	WTVT-TV	CBS	Tampa-St. Petersburg, FL	SCI Television	GHTV Inc.	\$163 million
February 15, 1993	WXAA-TV	Fox	Albany, NY	McKee Communications	Heritage Broadcasting Company	\$25 million
February 8, 1993	WATL-TV	Fox	Atlanta	Fox Broadcasting Company	Renaissance Communications	\$60 million
January 18, 1993	WOLF-TV	Fox	Scranton, PA	Pegasus Broadcasting	Scranton TV Partners	\$12.5 million
January 11, 1993	KMST-TV	CBS	Monterey, CA	Harron-Smith Broadcasting	Reffaw Enterprises	\$8.2 million
January 11, 1993	KDRV-TV	ABC	Medford, OR	Soda Mountain Broadcasting, Inc.	Sunshine Television	\$4.1 million
January 4, 1993	WDBD-TV	Fox	Jackson, MS	Pegasus Broadcasting	D&K Broadcast Properties	\$21.0 million

Television Transactions — 1991 and 1992

Date Transaction Announced	Property	Affiliation	Designated Marketing Area	Purchaser	Seller	Price (at Announcement of Deal)
October 1992	WTVY-TV	Fox	Dothan, AL	Dothan Holdings	Woods	\$23.25 million
September 1992	WATL-TV	Fox	Atlanta, GA	Renaissance Communications	Chase Communications	\$54 million
	WTIC-TV	Fox	Hartford, CT	Renaissance Communications	Chase Communications	\$63 million
	WXIN-TV	Fox	Indianapolis, IN	Renaissance Communications	Chase Communications	\$45 million
	KDVR-TV	Fox	Denver, CO	Renaissance Communications	Chase Communications	\$27 million (total \$189 million)
July 1992	WTOL-TV	CBS	Toledo, OH	Broad Street Communications	Cosmos	\$34.45 million
May 1992	WWOR-TV	Ind	New York, NY	BHC	Pinelands	\$310 million
March 1992	WLX-TV	NBC	Lansing, MI	Brisette Broadcasting	Adams Communications	\$47.32 million
	WWLP-TV	NBC	Springfield, MA	Brisette Broadcasting	Adams Communications	\$45.96 million
	WDOI-TV	ABC	Peoria, IL	Brisette Broadcasting	Adams Communications	\$41.3 million
	WMTV-TV	NBC	Madison, WI	Brisette Broadcasting	Adams Communications	\$36.55 million
	WTRF-TV	ABC/CBS	Wheeling, WV	Brisette Broadcasting	Adams Communications	\$26.91 million
	WSAW-TV	CBS	Wausau, WI	Brisette Broadcasting	Adams Communications	\$28.52 million
February 1992	WJBF-TV	ABC	Augusta, GA	Spartan Radio	Pegasus	\$24.8 million
January 1992	WPTY-TV	Fox	Memphis, TN	Clear Channel	Chase Communications	\$21 million
August 1991	WPGH-TV	Fox	Pittsburgh	Sinclair Broadcast	Renaissance Communications	\$54.8 million

Advertising Data

Part I: Total Advertising

This section provides advertising data from 1980 to 1997 for television, radio, newspapers, magazines, yellow pages, direct mail, and other media. The data include gross ad dollars, share data, and year-over-year growth rates spent on each advertising medium, broken out by as many logical subdivisions as possible.

Sources: McCann Erickson Worldwide; Bear, Stearns & Co. Inc.

Estimated Total Annual Advertising Expenditures (Gross Dollars Expended in Millions of Dollars)

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
Local Television																		
Local Spot Television	2,967	3,368	3,765	4,345	5,084	5,714	6,514	6,833	7,270	7,612	7,856	7,565	8,079	8,435	9,464	9,985	10,944	11,436
Local Cable Television (Non-Network)	12	26	48	76	121	196	270	306	383	497	597	704	974	1,092	1,250	1,573	1,966	2,172
Total Local Television	2,979	3,394	3,813	4,421	5,205	5,910	6,784	7,139	7,653	8,109	8,453	8,269	9,053	9,527	10,714	11,558	12,910	13,608
National Television																		
Network Television (ABC, CBS, NBC)	5,130	5,540	6,144	6,955	8,318	8,060	8,342	8,500	9,172	9,110	9,383	8,933	9,549	9,369	9,959	10,263	11,423	11,324
Fox Broadcasting Company	0	0	0	0	0	0	0	100	148	250	519	656	780	840	983	1,337	1,658	1,696
Spot Television (Local Stations)	3,269	3,746	4,364	4,827	5,488	6,004	6,570	6,846	7,147	7,354	7,788	7,110	7,551	7,800	8,993	9,119	9,803	9,999
Cable Television (Network)	60	134	242	376	612	793	903	1,015	1,258	1,598	1,860	2,024	2,227	2,586	3,052	3,535	4,472	5,454
Syndicated Television (Barter)	50	75	150	300	420	520	600	662	753	1,038	1,070	1,197	1,290	1,576	1,734	2,016	2,218	2,438
Total National Television	8,509	9,495	10,900	12,458	14,838	15,377	16,415	17,123	18,478	19,350	20,620	19,920	21,397	22,171	24,721	26,270	29,574	30,911
Total Television Advertising Dollars	11,488	12,889	14,713	16,879	20,043	21,287	23,199	24,262	26,131	27,459	29,073	28,189	30,450	31,698	35,435	37,828	42,484	44,519
Radio																		
Local Radio	2,740	3,121	3,492	3,876	4,300	4,790	5,178	5,463	5,955	6,300	6,609	6,411	6,725	7,342	8,164	8,899	9,611	10,478
Network	183	230	255	296	320	365	423	413	425	476	482	490	424	458	463	480	523	580
National Spot	779	878	923	1,038	1,197	1,335	1,348	1,330	1,418	1,547	1,635	1,575	1,505	1,657	1,902	1,959	2,135	2,455
National Total	962	1,109	1,178	1,334	1,517	1,700	1,771	1,743	1,843	2,023	2,117	2,065	1,929	2,115	2,365	2,439	2,658	3,015
Total Radio Advertising Dollars	3,702	4,230	4,670	5,210	5,817	6,490	6,949	7,206	7,798	8,323	8,726	8,476	8,654	9,457	10,529	11,338	12,269	13,491
Newspapers																		
Local Newspaper	12,831	14,269	15,242	17,848	20,441	21,818	23,614	25,918	27,611	28,648	28,414	26,724	27,135	28,405	30,450	32,321	34,002	36,654
National Newspaper	1,963	2,259	2,452	2,734	3,081	3,352	3,376	3,494	3,586	3,720	3,867	3,685	3,602	3,620	3,906	3,986	4,400	5,016
Total Newspaper Advertising Dollars	14,794	16,528	17,694	20,582	23,522	25,170	26,990	29,412	31,197	32,368	32,281	30,409	30,737	32,025	34,356	36,317	38,402	41,670
Magazines																		
Weeklies	1,418	1,598	1,659	1,917	2,224	2,297	2,327	2,445	2,646	2,813	2,864	2,670	2,739	2,850	3,140	3,347	3,581	3,850
Women's	782	853	904	1,056	1,209	1,294	1,376	1,417	1,504	1,710	1,713	1,671	1,853	2,009	2,106	2,236	2,303	2,576
Monthlies	949	1,082	1,147	1,260	1,489	1,564	1,614	1,745	1,922	2,193	2,226	2,183	2,408	2,498	2,670	2,997	3,126	3,395
Total Magazine Advertising Dollars	3,149	3,533	3,710	4,233	4,932	5,155	5,317	5,607	6,072	6,716	6,803	6,524	7,000	7,357	7,916	8,580	9,010	9,821
Business Papers																		
Total Business Publications	1,674	1,841	1,876	1,990	2,270	2,375	2,382	2,458	2,610	2,763	2,875	2,882	3,090	3,260	3,358	3,559	3,808	4,109
Outdoor																		
National	364	419	465	512	562	610	600	615	628	653	640	637	610	605	648	701	743	795
Local	214	231	256	282	310	335	385	410	436	458	444	440	421	485	519	562	596	660
Total Outdoor	578	650	721	794	872	945	985	1,025	1,064	1,111	1,084	1,077	1,031	1,090	1,167	1,263	1,339	1,455
Farm Publications																		
Total Farm Publications	130	146	148	163	181	186	192	196	196	212	215	215	231	243	262	283	297	325
Miscellaneous																		
National	5,163	5,804	6,399	6,952	8,129	8,560	9,133	9,743	10,568	11,118	11,741	11,720	12,272	12,928	14,122	15,256	16,486	17,640
Local	2,396	2,585	2,620	3,002	3,544	3,432	3,578	3,950	4,218	4,425	4,496	4,336	4,474	4,699	5,072	5,404	5,777	6,187
Total Miscellaneous	7,559	8,389	9,019	9,954	11,673	11,992	12,711	13,693	14,786	15,543	16,237	16,056	16,746	17,627	19,194	20,660	22,263	23,827
Yellow Pages																		
Local Yellow Pages	2,570	2,920	3,367	3,911	4,320	5,105	5,741	6,470	6,837	7,319	7,794	8,020	8,132	8,287	8,511	8,826	9,294	9,712
National Yellow Pages	330	380	433	489	580	685	759	830	944	1,011	1,132	1,162	1,188	1,230	1,314	1,410	1,555	1,711
Total Yellow Pages Advertising Dollars	2,900	3,300	3,800	4,400	4,900	5,800	6,500	7,300	7,781	8,330	8,926	9,182	9,320	9,517	9,825	10,236	10,849	11,423
Direct Mail																		
Total Direct Mail Advertising Dollars	7,596	8,944	10,319	11,795	13,800	15,500	17,145	19,111	21,115	21,945	23,370	24,460	25,391	27,266	29,638	32,866	34,509	36,890
Total Advertising Dollars																		
Total Local Advertising Dollars	23,730	26,530	28,790	33,340	38,120	41,390	45,280	49,350	52,710	55,259	56,210	54,200	55,940	58,745	63,430	67,570	72,190	77,297
Total National Advertising Dollars	29,840	33,930	37,880	42,660	49,890	53,510	57,090	60,920	66,040	69,511	73,380	73,270	76,710	80,795	88,250	95,360	103,040	110,233
Total Advertising Dollars	53,570	60,460	66,670	76,000	88,010	94,900	102,370	110,270	118,750	124,770	129,590	127,470	132,650	139,540	151,680	162,930	175,230	187,530
Advertising - Broken Out by Measured Media and Other																		
Total Measured Media	35,385	39,671	43,384	49,688	57,456	61,422	65,822	69,970	74,872	78,740	80,842	77,557	80,962	84,887	92,761	98,885	107,312	115,065
Yellow Pages	2,900	3,300	3,800	4,400	4,900	5,800	6,500	7,300	7,781	8,330	8,926	9,182	9,320	9,517	9,825	10,236	10,849	11,423
Direct Mail	7,596	8,944	10,319	11,795	13,800	15,500	17,145	19,111	21,115	21,945	23,370	24,460	25,391	27,266	29,638	32,866	34,509	36,890
Other Advertising	7,689	8,545	9,167	10,117	11,854	12,178	12,903	13,889	14,982	15,755	16,452	16,271	16,977	17,870	19,456	20,943	22,560	24,152
Total Advertising	53,570	60,460	66,670	76,000	88,010	94,900	102,370	110,270	118,750	124,770	129,590	127,470	132,650	139,540	151,680	162,930	175,230	187,530

Source: McCann Erickson Worldwide; Bear, Stearns & Co. Inc. in 1996; McCann Erickson made revisions back to 1980 for previously reported figures for Cable TV network, Cable (non-network); Miscellaneous, and the National, Local, and Grand totals.

Percentage Share of Total Annual Advertising Dollars Earned By Respective Media

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
Local Television																		
Local Spot Television	5.5%	5.6%	5.6%	5.7%	5.8%	6.0%	6.4%	6.2%	6.1%	6.1%	6.1%	5.9%	6.1%	6.0%	6.2%	6.1%	6.2%	6.1%
Local Cable Television (Non-Network)	0.0%	0.0%	0.1%	0.1%	0.1%	0.2%	0.3%	0.3%	0.3%	0.4%	0.5%	0.6%	0.7%	0.8%	0.8%	1.0%	1.1%	1.2%
Total Local Television	5.6%	5.6%	5.7%	5.8%	5.9%	6.2%	6.6%	6.5%	6.4%	6.5%	6.5%	6.5%	6.8%	6.8%	7.1%	7.1%	7.4%	7.3%
National Television																		
Network Television (ABC, CBS, NBC)	9.6%	9.2%	9.2%	9.2%	9.5%	8.5%	8.1%	7.7%	7.7%	7.3%	7.2%	7.0%	7.2%	6.7%	6.6%	6.3%	6.5%	6.0%
Fox Broadcasting Company	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.2%	0.4%	0.5%	0.6%	0.6%	0.6%	0.8%	0.9%	0.9%
Spot Television	6.1%	6.2%	6.5%	6.4%	6.2%	6.3%	6.4%	6.2%	6.0%	5.9%	6.0%	5.6%	5.7%	5.6%	5.9%	5.6%	5.6%	5.3%
Cable Television (Network)	0.1%	0.2%	0.4%	0.5%	0.7%	0.8%	0.9%	0.9%	1.1%	1.3%	1.4%	1.6%	1.7%	1.9%	2.0%	2.2%	2.6%	2.9%
Syndicated Television (Barter)	0.1%	0.1%	0.2%	0.4%	0.5%	0.5%	0.6%	0.6%	0.6%	0.8%	0.8%	0.9%	1.0%	1.1%	1.1%	1.2%	1.3%	1.3%
Total National Television	15.9%	15.7%	16.3%	16.4%	16.9%	16.2%	16.0%	15.5%	15.6%	15.5%	15.9%	15.6%	16.1%	15.9%	16.3%	16.1%	16.9%	16.5%
Total Television Advertising Dollars	21.4%	21.3%	22.1%	22.2%	22.8%	22.4%	22.7%	22.0%	22.0%	22.0%	22.4%	22.1%	23.0%	22.7%	23.4%	23.2%	24.2%	23.7%
Radio																		
Local Radio	5.1%	5.2%	5.2%	5.1%	4.9%	5.0%	5.1%	5.0%	5.0%	5.0%	5.1%	5.0%	5.1%	5.3%	5.4%	5.5%	5.5%	5.6%
National Radio (Network & Spot)	1.8%	1.8%	1.8%	1.8%	1.7%	1.8%	1.7%	1.6%	1.6%	1.6%	1.6%	1.6%	1.5%	1.5%	1.6%	1.5%	1.5%	1.6%
Total Radio Advertising Dollars	6.9%	7.0%	7.0%	6.9%	6.6%	6.8%	6.8%	6.5%	6.6%	6.7%	6.7%	6.6%	6.5%	6.8%	6.9%	7.0%	7.0%	7.2%
Newspapers																		
Local Newspaper	24.0%	23.6%	22.9%	23.5%	23.2%	23.0%	23.1%	23.5%	23.3%	23.0%	21.9%	21.0%	20.5%	20.4%	20.1%	19.8%	19.4%	19.5%
National Newspaper	3.7%	3.7%	3.7%	3.6%	3.5%	3.5%	3.3%	3.2%	3.0%	3.0%	3.0%	2.9%	2.7%	2.6%	2.6%	2.5%	2.5%	2.7%
Total Newspaper Advertising Dollars	27.6%	27.3%	26.5%	27.1%	26.7%	26.5%	26.4%	26.7%	26.3%	25.9%	24.9%	23.9%	23.2%	23.0%	22.7%	22.3%	21.9%	22.2%
Magazines																		
Total Magazine Advertising Dollars	5.9%	5.8%	5.6%	5.6%	5.6%	5.4%	5.2%	5.1%	5.1%	5.4%	5.2%	5.1%	5.3%	5.3%	5.2%	5.3%	5.1%	5.2%
Business Papers																		
Total Business Publications	3.1%	3.0%	2.8%	2.6%	2.6%	2.5%	2.3%	2.2%	2.2%	2.2%	2.2%	2.3%	2.3%	2.3%	2.2%	2.2%	2.2%	2.2%
Outdoor																		
National	0.7%	0.7%	0.7%	0.7%	0.6%	0.6%	0.6%	0.6%	0.5%	0.5%	0.5%	0.5%	0.5%	0.4%	0.4%	0.4%	0.4%	0.4%
Local	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%
Total Outdoor	1.1%	1.1%	1.1%	1.0%	1.0%	1.0%	1.0%	0.9%	0.9%	0.9%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
Farm Publications																		
Total Farm Publications	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Miscellaneous																		
National	9.6%	9.6%	9.6%	9.1%	9.2%	9.0%	8.9%	8.8%	8.9%	8.9%	9.1%	9.2%	9.3%	9.3%	9.3%	9.4%	9.4%	9.4%
Local	4.5%	4.3%	3.9%	4.0%	4.0%	3.6%	3.5%	3.6%	3.6%	3.5%	3.5%	3.4%	3.4%	3.4%	3.3%	3.3%	3.3%	3.3%
Total Miscellaneous	14.1%	13.9%	13.5%	13.1%	13.3%	12.6%	12.4%	12.4%	12.5%	12.5%	12.5%	12.6%	12.6%	12.6%	12.7%	12.7%	12.7%	12.7%
Yellow Pages																		
Local Yellow Pages	4.8%	4.8%	5.1%	5.1%	4.9%	5.4%	5.6%	5.9%	5.8%	5.9%	6.0%	6.3%	6.1%	5.9%	5.6%	5.4%	5.3%	5.2%
National Yellow Pages	0.6%	0.6%	0.6%	0.6%	0.7%	0.7%	0.7%	0.8%	0.8%	0.8%	0.9%	0.9%	0.9%	0.9%	0.9%	0.8%	0.8%	0.9%
Total Yellow Pages Advertising Dollars	5.4%	5.5%	5.7%	5.8%	5.6%	6.1%	6.3%	6.6%	6.6%	6.7%	6.9%	7.2%	7.0%	6.8%	6.5%	6.3%	6.2%	6.1%
Direct Mail																		
Total Direct Mail Advertising Dollars	14.2%	14.8%	15.5%	15.5%	15.7%	16.3%	16.7%	17.3%	17.8%	17.6%	18.0%	19.2%	19.1%	19.5%	19.5%	20.2%	19.7%	19.7%
Total Advertising Dollars																		
Total Local Advertising Dollars	44.3%	43.9%	43.2%	43.9%	43.3%	43.6%	44.2%	44.8%	44.4%	44.3%	43.4%	42.5%	42.2%	42.1%	41.8%	41.5%	41.2%	41.2%
Total National Advertising Dollars	55.7%	56.1%	56.8%	56.1%	56.7%	56.4%	55.8%	55.2%	55.6%	55.7%	56.6%	57.5%	57.8%	57.8%	58.2%	58.5%	58.8%	58.8%
Total Advertising Dollars	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Advertising - Broken Out by Measured Media and Other																		
Total Measured Media	66.1%	65.6%	65.1%	65.4%	65.3%	64.7%	64.3%	63.5%	63.1%	63.1%	62.4%	60.8%	61.0%	60.8%	61.2%	60.7%	61.2%	61.4%
Yellow Pages	5.4%	5.5%	5.7%	5.8%	5.6%	6.1%	6.3%	6.6%	6.6%	6.7%	6.9%	7.2%	7.0%	6.8%	6.5%	6.3%	6.2%	6.1%
Direct Mail	14.2%	14.8%	15.5%	15.5%	15.7%	16.3%	16.7%	17.3%	17.8%	17.6%	18.0%	19.2%	19.1%	19.5%	19.5%	20.2%	19.7%	19.7%
Other Advertising	14.4%	14.1%	13.7%	13.3%	13.5%	12.8%	12.6%	12.6%	12.6%	12.6%	12.7%	12.8%	12.8%	12.8%	12.8%	12.9%	12.9%	12.9%
Total Advertising	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: McCann Erickson Worldwide; Bear, Stearns & Co. Inc. in 1996; McCann Erickson made revisions back to 1980 for previously reported figures for Cable TV network, Cable (non-network); Miscellaneous, and the National, Local, and Grand totals.

Year-over-Year Growth in Total Advertising Dollars Earned By Respective Media

	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
Local Television																	
Local Spot Television	13.5%	11.8%	15.4%	17.0%	12.4%	14.0%	4.9%	6.4%	4.7%	3.2%	-3.7%	8.8%	4.4%	12.2%	5.5%	9.6%	4.5%
Local Cable Television (Non-Network)	116.7%	84.6%	58.3%	59.2%	62.0%	37.8%	13.3%	25.2%	29.8%	20.1%	17.9%	38.4%	12.1%	14.5%	25.8%	25.0%	10.5%
Total Local Television	13.9%	12.3%	15.9%	17.7%	13.5%	14.8%	5.2%	7.2%	6.0%	4.2%	-2.2%	9.5%	5.2%	12.5%	7.9%	11.7%	5.4%
National Television																	
Network Television (ABC, CBS, NBC)	8.0%	10.9%	13.2%	19.6%	-3.1%	3.5%	1.9%	7.9%	-0.7%	3.0%	-4.8%	6.9%	-1.9%	6.3%	3.1%	11.3%	-0.9%
Fox Broadcasting Company	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	48.0%	68.9%	107.6%	26.4%	18.9%	7.7%	17.0%	36.0%	24.0%	2.3%
Spot Television	14.6%	16.5%	10.6%	13.7%	9.4%	9.4%	4.2%	4.4%	2.9%	5.9%	-8.7%	6.2%	3.3%	15.3%	1.4%	7.5%	2.0%
Cable Television (Network)	123.3%	80.6%	55.4%	62.8%	29.6%	13.9%	12.4%	23.9%	27.0%	16.4%	8.8%	10.0%	16.1%	18.0%	15.8%	26.5%	22.0%
Syndicated Television (Barter)	50.0%	100.0%	100.0%	40.0%	23.8%	15.4%	10.3%	13.7%	37.8%	3.1%	11.9%	7.8%	22.2%	10.0%	16.3%	10.0%	9.9%
Total National Television	11.6%	14.8%	14.3%	19.1%	3.6%	6.8%	4.3%	7.9%	4.7%	6.6%	-3.4%	7.4%	3.6%	11.5%	6.3%	12.6%	4.5%
Total Television Advertising Dollars	12.2%	14.2%	14.7%	18.7%	6.2%	9.0%	4.6%	7.7%	5.1%	5.9%	-3.0%	8.0%	4.1%	11.8%	6.8%	12.3%	4.8%
Radio																	
Local Radio	13.9%	11.9%	11.0%	10.9%	11.4%	8.1%	5.5%	9.0%	5.8%	4.9%	-3.0%	4.9%	9.2%	11.2%	9.0%	8.0%	9.0%
National Radio (Network & Spot)	15.3%	6.2%	13.2%	13.7%	12.1%	4.2%	-1.6%	5.7%	9.8%	4.6%	-2.5%	-6.6%	9.6%	11.8%	3.1%	9.0%	13.4%
Total Radio Advertising Dollars	14.3%	10.4%	11.6%	11.7%	11.6%	7.1%	3.7%	8.2%	6.7%	4.8%	-2.9%	2.1%	9.3%	11.3%	7.7%	8.2%	10.0%
Newspapers																	
Local Newspaper	11.2%	6.8%	17.1%	14.5%	6.7%	8.2%	9.8%	6.5%	3.8%	-0.8%	-5.9%	1.5%	4.7%	7.2%	6.1%	5.2%	7.8%
National Newspaper	15.1%	8.5%	11.5%	12.7%	8.8%	9.7%	3.5%	2.8%	3.7%	4.0%	-4.7%	-2.3%	0.5%	7.9%	2.3%	10.1%	14.0%
Total Newspaper Advertising Dollars	11.7%	7.1%	16.3%	14.3%	7.0%	7.2%	9.0%	6.1%	3.8%	-0.3%	-5.8%	1.1%	4.2%	7.3%	5.7%	5.7%	8.5%
Magazines																	
Total Magazine Advertising Dollars	12.2%	5.0%	14.1%	16.5%	4.5%	3.1%	5.5%	8.3%	10.6%	1.3%	-4.1%	7.3%	5.1%	7.6%	8.4%	5.0%	9.0%
Business Publications																	
Total Business Publications	10.0%	1.9%	6.1%	14.1%	4.6%	0.3%	3.2%	6.2%	5.9%	4.1%	0.2%	7.2%	5.5%	3.0%	6.0%	7.0%	7.9%
Outdoor																	
National	15.1%	11.0%	10.1%	9.8%	8.5%	-1.6%	2.5%	2.1%	4.0%	-2.0%	-0.5%	-4.2%	-0.8%	7.1%	8.2%	6.0%	7.0%
Local	7.9%	10.8%	10.2%	9.9%	8.1%	14.9%	6.5%	6.3%	5.0%	-3.1%	-0.9%	-4.3%	15.2%	7.0%	8.3%	6.0%	10.7%
Total Outdoor	12.5%	10.9%	10.1%	9.8%	8.4%	4.2%	4.1%	3.8%	4.4%	-2.4%	-0.6%	-4.3%	5.7%	7.1%	8.2%	6.0%	8.7%
Farm Publications																	
Total Farm Publications Dollars	12.3%	1.4%	10.1%	11.0%	2.8%	3.2%	2.1%	0.0%	8.2%	1.4%	0.0%	7.4%	5.2%	7.8%	8.0%	4.9%	9.4%
Miscellaneous																	
National	12.4%	1.9%	6.1%	14.1%	4.6%	0.3%	3.2%	6.2%	5.9%	4.1%	0.2%	7.2%	5.5%	3.0%	6.0%	7.0%	7.9%
Local	8.3%	1.0%	14.6%	18.1%	-3.2%	4.3%	10.4%	6.8%	4.9%	1.6%	-3.6%	3.2%	5.0%	7.9%	6.5%	6.9%	7.1%
Total Miscellaneous	11.1%	7.4%	10.4%	17.3%	2.7%	6.0%	7.7%	8.0%	5.1%	4.5%	-1.1%	4.3%	5.3%	8.9%	7.6%	7.8%	7.0%
Yellow Pages																	
Local Yellow Pages	13.6%	15.3%	16.2%	10.5%	18.2%	12.5%	12.7%	5.7%	7.0%	6.5%	2.9%	1.4%	1.9%	2.7%	3.7%	5.3%	4.5%
National Yellow Pages	15.2%	13.9%	12.9%	18.6%	19.8%	9.2%	9.4%	13.7%	7.1%	12.0%	2.7%	2.2%	3.5%	6.8%	7.3%	10.3%	10.0%
Total Yellow Pages Advertising Dollars	13.8%	15.2%	15.8%	11.4%	18.4%	12.1%	12.3%	6.6%	7.1%	7.2%	2.9%	1.5%	2.1%	3.2%	4.2%	6.0%	5.3%
Direct Mail																	
Total Direct Mail Advertising Dollars	17.7%	15.4%	14.3%	17.0%	12.3%	10.6%	11.5%	10.5%	3.9%	6.5%	4.7%	3.8%	7.4%	8.7%	10.9%	5.0%	6.9%
Total Advertising Dollars																	
Total Local Advertising Dollars	11.8%	8.5%	15.8%	14.3%	8.6%	9.4%	9.0%	6.8%	4.8%	1.7%	-3.6%	3.2%	5.0%	8.0%	6.5%	6.8%	7.1%
Total National Advertising Dollars	13.7%	11.6%	12.6%	16.9%	7.3%	6.7%	6.7%	8.4%	5.3%	5.6%	-0.1%	4.7%	5.3%	9.2%	8.1%	8.1%	7.0%
Total Advertising Dollars	12.9%	10.3%	14.0%	15.8%	7.8%	7.9%	7.7%	7.7%	5.1%	3.9%	-1.6%	4.1%	5.2%	8.7%	7.4%	7.5%	7.0%

Source: McCann Erickson Worldwide; Bear, Stearns & Co. Inc. in 1996; McCann Erickson made revisions back to 1980 for previously reported figures for Cable TV network, Cable (non-network); Miscellaneous, and the National, Local, and Grand totals.

Estimated Total Annual Advertising Expenditures (Gross Dollars Expended in Millions of Dollars) — Summary Totals By Differing Media

Media Total	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
Advertising Dollars																		
Total Television Advertising Dollars	11,488	12,889	14,713	16,879	20,043	21,287	23,199	24,262	26,131	27,459	29,073	28,189	30,450	31,698	35,435	37,828	42,484	44,519
Total Radio Advertising Dollars	3,702	4,230	4,670	5,210	5,817	6,490	6,949	7,206	7,798	8,323	8,726	8,476	8,654	9,457	10,529	11,338	12,269	13,491
Total Newspaper Advertising Dollars	14,794	16,528	17,694	20,582	23,522	25,170	26,990	29,412	31,197	32,368	32,281	30,409	30,737	32,025	34,356	36,317	38,402	41,670
Total Magazine Advertising Dollars	3,149	3,533	3,710	4,233	4,932	5,155	5,317	5,607	6,072	6,716	6,803	6,524	7,000	7,357	7,916	8,580	9,010	9,821
Total Business Magazines Dollars	1,674	1,841	1,876	1,990	2,270	2,375	2,382	2,458	2,610	2,763	2,875	2,882	3,090	3,260	3,358	3,559	3,808	4,109
Total Outdoor Dollars	578	650	721	794	872	945	985	1,025	1,064	1,111	1,084	1,077	1,031	1,090	1,167	1,263	1,339	1,455
Total Farm Publications Dollars	130	146	148	163	181	186	192	196	196	212	215	215	231	243	262	283	297	325
Total Miscellaneous Dollars	7,559	8,399	9,019	9,954	11,673	11,992	12,711	13,693	14,786	15,543	16,237	16,056	16,746	17,627	18,194	20,660	22,263	23,827
Total Yellow Pages Advertising Dollars	2,900	3,300	3,800	4,400	4,900	5,800	6,500	7,300	7,781	8,330	8,926	9,182	9,320	9,517	9,825	10,236	10,849	11,423
Total Direct Mail Advertising Dollars	<u>7,596</u>	<u>8,944</u>	<u>10,319</u>	<u>11,795</u>	<u>13,800</u>	<u>15,500</u>	<u>17,145</u>	<u>19,111</u>	<u>21,115</u>	<u>21,945</u>	<u>23,370</u>	<u>24,460</u>	<u>25,391</u>	<u>27,266</u>	<u>29,638</u>	<u>32,866</u>	<u>34,509</u>	<u>36,890</u>
Total Advertising Dollars	53,570	60,460	66,670	76,000	88,010	94,900	102,370	110,270	118,750	124,770	129,590	127,470	132,650	139,540	151,680	162,930	175,230	187,530
Relative Shares of Total Advertising Dollars																		
Total Television Advertising Dollars	21.4%	21.3%	22.1%	22.2%	22.8%	22.4%	22.7%	22.0%	22.0%	22.0%	22.4%	22.1%	23.0%	22.7%	23.4%	23.2%	24.2%	23.7%
Total Radio Advertising Dollars	6.9%	7.0%	7.0%	6.9%	6.6%	6.8%	6.8%	6.5%	6.6%	6.7%	6.7%	6.6%	6.5%	6.8%	6.9%	7.0%	7.0%	7.2%
Total Newspaper Advertising Dollars	27.6%	27.3%	26.5%	27.1%	26.7%	26.5%	26.4%	26.7%	26.3%	25.9%	24.9%	23.9%	23.2%	23.0%	22.7%	22.3%	21.9%	22.2%
Total Magazine Advertising Dollars	5.9%	5.8%	5.6%	5.6%	5.6%	5.4%	5.2%	5.1%	5.1%	5.4%	5.2%	5.1%	5.3%	5.3%	5.2%	5.3%	5.1%	5.2%
Total Business Magazines Dollars	3.1%	3.0%	2.8%	2.6%	2.6%	2.5%	2.3%	2.2%	2.2%	2.2%	2.2%	2.3%	2.3%	2.3%	2.2%	2.2%	2.2%	2.2%
Total Outdoor Dollars	1.1%	1.1%	1.1%	1.0%	1.0%	1.0%	1.0%	0.9%	0.9%	0.9%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
Total Farm Publications Dollars	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Total Miscellaneous Dollars	14.1%	13.9%	13.5%	13.1%	13.3%	12.6%	12.4%	12.4%	12.5%	12.5%	12.5%	12.6%	12.6%	12.6%	12.7%	12.7%	12.7%	12.7%
Total Yellow Pages Advertising Dollars	5.4%	5.5%	5.7%	5.8%	5.6%	6.1%	6.3%	6.6%	6.6%	6.7%	6.9%	7.2%	7.0%	6.8%	6.5%	6.3%	6.2%	6.1%
Total Direct Mail Advertising Dollars	14.2%	14.8%	15.5%	15.5%	15.7%	16.3%	16.7%	17.3%	17.8%	17.6%	18.0%	19.2%	19.1%	19.5%	19.5%	20.2%	19.7%	19.7%
Total Advertising Dollars	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Year-over-Year Growth Rates of Total Advertising Dollars																		
Total Television Advertising Dollars		12.2%	14.2%	14.7%	18.7%	6.2%	9.0%	4.6%	7.7%	5.1%	5.9%	-3.0%	8.0%	4.1%	11.8%	6.8%	12.3%	4.8%
Total Radio Advertising Dollars		14.3%	10.4%	11.6%	11.7%	11.6%	7.1%	3.7%	8.2%	6.7%	4.8%	-2.9%	2.1%	9.3%	11.3%	7.7%	8.2%	10.0%
Total Newspaper Advertising Dollars		11.7%	7.1%	16.3%	14.3%	7.0%	7.2%	9.0%	6.1%	3.8%	-0.3%	-5.8%	1.1%	4.2%	7.3%	5.7%	5.7%	8.5%
Total Magazine Advertising Dollars		12.2%	5.0%	14.1%	16.5%	4.5%	3.1%	5.5%	8.3%	10.6%	1.3%	-4.1%	7.3%	5.1%	7.6%	8.4%	5.0%	9.0%
Total Business Magazines Dollars		10.0%	1.9%	6.1%	14.1%	4.6%	0.3%	3.2%	6.2%	5.9%	4.1%	0.2%	7.2%	5.5%	3.0%	6.0%	7.0%	7.9%
Total Outdoor Dollars		12.5%	10.9%	10.1%	9.8%	8.4%	4.2%	4.1%	3.8%	4.4%	-2.4%	-0.6%	-4.3%	5.7%	7.1%	8.2%	6.0%	8.7%
Total Farm Publications Dollars		12.3%	1.4%	10.1%	11.0%	2.8%	3.2%	2.1%	0.0%	8.2%	1.4%	0.0%	7.4%	5.2%	7.8%	8.0%	4.9%	9.4%
Total Miscellaneous Dollars		11.1%	7.4%	10.4%	17.3%	2.7%	6.0%	7.7%	8.0%	5.1%	4.5%	-1.1%	4.3%	5.3%	8.9%	7.6%	7.8%	7.0%
Total Yellow Pages Advertising Dollars		13.8%	15.2%	15.8%	11.4%	18.4%	12.1%	12.3%	6.6%	7.1%	7.2%	2.9%	1.5%	2.1%	3.2%	4.2%	6.0%	5.3%
Total Direct Mail Advertising Dollars		17.7%	15.4%	14.3%	17.0%	12.3%	10.6%	11.5%	10.5%	3.9%	6.5%	4.7%	3.8%	7.4%	8.7%	10.9%	5.0%	6.9%
Total Advertising Dollars		12.9%	10.3%	14.0%	15.8%	7.8%	7.9%	7.7%	7.7%	5.1%	3.9%	-1.6%	4.1%	5.2%	8.7%	7.4%	7.5%	7.0%

Source: McCann Erickson Worldwide; Bear, Stearns & Co. Inc. in 1996; McCann Erickson made revisions back to 1980 for previously reported figures for Cable TV network, Cable (non-network); Miscellaneous, and the National, Local, and Grand totals.

Part II: Measured Media Advertising

This section provides advertising data from 1980 to 1997 for measured media (television, radio, newspapers, magazines, and outdoor) only. The data include gross ad dollars, share data, and year-over-year growth rates spent on each measured media, broken out by as many logical subdivisions as possible.

Sources: McCann Erickson Worldwide; Bear, Stearns & Co. Inc.

Estimated Advertising Expenditures (In Millions of Dollars) - Summary Totals for Measured Media

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
Measured Media Advertising Dollars																		
Total Television Advertising Dollars	11,488	12,889	14,713	16,879	20,043	21,287	23,199	24,262	26,131	27,459	29,073	28,189	30,450	31,698	35,435	37,828	42,484	44,519
Total Radio Advertising Dollars	3,702	4,230	4,670	5,210	5,817	6,490	6,949	7,206	7,798	8,323	8,726	8,476	8,654	9,457	10,529	11,338	12,269	13,491
Total Newspaper Advertising Dollars	14,794	16,528	17,694	20,582	23,522	25,170	26,990	29,412	31,197	32,368	32,281	30,409	30,737	32,025	34,356	36,317	38,402	41,670
Total Magazine Advertising Dollars	3,149	3,533	3,710	4,233	4,932	5,155	5,317	5,607	6,072	6,716	6,803	6,524	7,000	7,357	7,916	8,580	9,010	9,821
Total Business Publications	1,674	1,841	1,876	1,990	2,270	2,375	2,382	2,458	2,610	2,763	2,875	2,882	3,090	3,260	3,358	3,559	3,808	4,109
Total Outdoor Advertising Dollars	578	650	721	794	872	945	985	1,025	1,064	1,111	1,084	1,077	1,031	1,090	1,167	1,263	1,339	1,455
Total Measured Media Advertising	35,385	39,671	43,384	49,688	57,456	61,422	65,822	69,970	74,872	78,740	80,842	77,557	80,962	84,887	92,761	98,885	107,312	115,065
Relative Share of Measured Media Advertising Dollars																		
Total Television Advertising Dollars	32.5%	32.5%	33.9%	34.0%	34.9%	34.7%	35.2%	34.7%	34.9%	34.9%	36.0%	36.3%	37.6%	37.3%	38.2%	38.3%	39.6%	38.7%
Total Radio Advertising Dollars	10.5%	10.7%	10.8%	10.5%	10.1%	10.6%	10.6%	10.3%	10.4%	10.6%	10.8%	10.9%	10.7%	11.1%	11.4%	11.5%	11.4%	11.7%
Total Newspaper Advertising Dollars	41.8%	41.7%	40.8%	41.4%	40.9%	41.0%	41.0%	42.0%	41.7%	41.1%	39.9%	39.2%	38.0%	37.7%	37.0%	36.7%	35.8%	36.2%
Total Magazine Advertising Dollars	8.9%	8.9%	8.6%	8.5%	8.6%	8.4%	8.1%	8.0%	8.1%	8.5%	8.4%	8.4%	8.6%	8.7%	8.5%	8.7%	8.4%	8.5%
Total Business Publications	4.7%	4.6%	4.3%	4.0%	4.0%	3.9%	3.6%	3.5%	3.5%	3.5%	3.6%	3.7%	3.8%	3.8%	3.6%	3.6%	3.5%	3.6%
Total Outdoor Advertising Dollars	1.6%	1.6%	1.7%	1.6%	1.5%	1.5%	1.5%	1.5%	1.4%	1.4%	1.3%	1.4%	1.3%	1.3%	1.3%	1.3%	1.2%	1.3%
Total Measured Media	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Year-Over-Year Growth in Measured Media Advertising																		
Total Television Advertising Dollars		12.2%	14.2%	14.7%	18.7%	6.2%	9.0%	4.6%	7.7%	5.1%	5.9%	-3.0%	8.0%	4.1%	11.8%	6.8%	12.3%	4.8%
Total Radio Advertising Dollars		14.3%	10.4%	11.6%	11.7%	11.6%	7.1%	3.7%	8.2%	6.7%	4.8%	-2.9%	2.1%	9.3%	11.3%	7.7%	8.2%	10.0%
Total Newspaper Advertising Dollars		11.7%	7.1%	16.3%	14.3%	7.0%	7.2%	9.0%	6.1%	3.8%	-0.3%	-5.8%	1.1%	4.2%	7.3%	5.7%	5.7%	8.5%
Total Magazine Advertising Dollars		12.2%	5.0%	14.1%	16.5%	4.5%	3.1%	5.5%	8.3%	10.6%	1.3%	-4.1%	7.3%	5.1%	7.6%	8.4%	5.0%	9.0%
Total Business Publications		10.0%	1.9%	6.1%	14.1%	4.6%	0.3%	3.2%	6.2%	5.9%	4.1%	0.2%	7.2%	5.5%	3.0%	6.0%	7.0%	7.8%
Total Outdoor Advertising Dollars		12.5%	10.9%	10.1%	9.8%	8.4%	4.2%	4.1%	3.8%	4.4%	-2.4%	-0.6%	-4.3%	5.7%	7.1%	8.2%	6.0%	8.7%
Total Measured Media		12.1%	9.4%	14.5%	15.6%	6.9%	7.2%	6.3%	7.0%	5.2%	2.7%	-4.1%	4.4%	4.8%	9.3%	6.6%	8.5%	7.2%

Estimated Advertising Expenditures (in Millions of Dollars) - Measured Media Advertising in Local Markets - Summary Totals

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
Measured Media Advertising Dollars Spent on Local Outlets																		
Broadcast Television Advertising Dollars	6,236	7,114	8,129	9,172	10,572	11,718	13,084	13,679	14,417	14,966	15,644	14,875	15,630	16,235	18,457	19,104	20,747	21,435
Cable Television Advertising Dollars	12	26	48	76	121	196	270	306	383	497	597	704	974	1,082	1,250	1,573	1,968	2,172
Radio Advertising Dollars	3,519	4,000	4,415	4,914	5,497	6,125	6,526	6,793	7,373	7,847	8,244	7,986	8,230	8,999	10,066	10,858	11,746	12,931
Newspaper Advertising Dollars	14,794	16,528	17,694	20,582	23,522	25,170	26,990	28,412	31,197	32,368	32,281	30,409	30,737	32,025	34,356	36,317	38,402	41,670
Magazine Advertising Dollars	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Business Publications	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Outdoor Advertising Dollars	578	650	721	794	872	945	985	1,025	1,064	1,111	1,084	1,077	1,031	1,080	1,167	1,263	1,339	1,455
Total Measured Media Advertising	25,139	28,318	31,007	35,538	40,584	44,154	47,855	51,215	54,434	56,789	57,850	54,851	56,602	59,441	65,286	69,115	74,200	79,663
Relative Shares of Measured Media Advertising Dollars																		
Broadcast Television Advertising Dollars	24.8%	25.1%	26.2%	25.8%	26.0%	26.5%	27.3%	26.7%	26.5%	26.4%	27.0%	26.8%	27.6%	27.3%	28.3%	27.6%	28.0%	26.9%
Cable Television Advertising Dollars	0.0%	0.1%	0.2%	0.2%	0.3%	0.4%	0.6%	0.6%	0.7%	0.9%	1.0%	1.3%	1.7%	1.8%	1.9%	2.3%	2.6%	2.7%
Radio Advertising Dollars	14.0%	14.1%	14.2%	13.8%	13.5%	13.9%	13.6%	13.3%	13.5%	13.8%	14.3%	14.6%	14.5%	15.1%	15.4%	15.7%	15.8%	16.2%
Newspaper Advertising Dollars	58.8%	58.4%	57.1%	57.9%	58.0%	57.0%	56.4%	57.4%	57.3%	57.0%	55.8%	55.4%	54.3%	53.9%	52.6%	52.5%	51.8%	52.3%
Magazine Advertising Dollars	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business Publications	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outdoor Advertising Dollars	2.3%	2.3%	2.3%	2.2%	2.1%	2.1%	2.1%	2.0%	2.0%	2.0%	1.9%	2.0%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%
Total Measured Media	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Year-Over-Year Growth in Measured Media Advertising																		
Total Television Advertising Dollars		14.1%	14.3%	12.8%	15.3%	10.8%	11.7%	4.5%	5.4%	3.8%	4.5%	-6.2%	6.5%	3.9%	13.7%	3.5%	8.6%	3.3%
Total Radio Advertising Dollars		13.7%	10.4%	11.3%	11.9%	11.4%	6.5%	4.1%	8.5%	6.4%	5.1%	-3.1%	3.1%	9.3%	11.9%	7.9%	8.2%	10.1%
Total Newspaper Advertising Dollars		11.7%	7.1%	16.3%	14.3%	7.0%	7.2%	9.0%	6.1%	3.8%	-0.3%	-5.8%	1.1%	4.2%	7.3%	5.7%	5.7%	8.5%
Total Magazine Advertising Dollars		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total Business Publications		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total Outdoor Advertising Dollars		12.5%	10.9%	10.1%	8.8%	8.4%	4.2%	4.1%	3.8%	4.4%	-2.4%	-0.6%	-4.3%	5.7%	7.1%	8.2%	8.0%	8.7%
Total Measured Media		12.6%	9.5%	14.6%	14.2%	8.8%	8.4%	7.0%	6.3%	4.3%	1.9%	-5.2%	3.2%	5.0%	9.9%	5.8%	7.4%	7.4%

Part III: Television Advertising

This section provides advertising data from 1980 to 1997 for television (local and national expenditures at the networks, local stations, cable networks, and syndication) only. The data include gross ad dollars, share data, and year-over-year growth rates spent on various television medias, broken out by as many logical subdivisions as possible.

Sources: McCann Erickson Worldwide; Bear, Stearns & Co. Inc.

Estimated Television Advertising Expenditures (Gross Dollars Expended in Millions of Dollars)

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
Network Television																		
Network Television (ABC, CBS, NBC)	5,130	5,540	6,144	6,955	8,318	8,060	8,342	8,500	9,172	9,110	9,383	8,933	9,549	9,369	9,959	10,263	11,423	11,324
Fox Broadcasting Company	0	0	0	0	0	0	0	100	148	250	519	656	780	840	983	1,337	1,658	1,686
Total Network Advertising Dollars	5,130	5,540	6,144	6,955	8,318	8,060	8,342	8,600	9,320	9,360	9,902	9,589	10,329	10,209	10,942	11,600	13,081	13,020
Local Station																		
Local Spot Television	2,967	3,368	3,765	4,345	5,084	5,714	6,514	6,833	7,270	7,612	7,856	7,565	8,079	8,435	9,464	9,985	10,944	11,436
National Spot Television	3,269	3,746	4,364	4,827	5,488	6,004	6,570	6,846	7,147	7,354	7,788	7,110	7,551	7,800	8,993	9,119	9,803	9,999
Total Station Advertising Revenue	6,236	7,114	8,129	9,172	10,572	11,718	13,084	13,679	14,417	14,966	15,644	14,675	15,630	16,235	18,457	19,104	20,747	21,435
Cable Television																		
Cable Television (Network)	60	134	242	376	612	793	903	1,015	1,258	1,598	1,860	2,024	2,227	2,586	3,052	3,535	4,472	5,454
Cable Television (Local, Non-Network)	12	26	48	76	121	196	270	306	383	497	597	704	974	1,082	1,250	1,573	1,966	2,172
Total Cable Television Advertising	72	160	290	452	733	989	1,173	1,321	1,641	2,095	2,457	2,728	3,201	3,678	4,302	5,108	6,438	7,626
Syndicated (Production Companies)																		
Syndicated Television (Barter - Fox Broken Separately)	50	75	150	300	420	520	600	662	753	1,038	1,070	1,197	1,280	1,576	1,734	2,016	2,218	2,438
Total Television Advertising Dollars	11,488	12,889	14,713	16,879	20,043	21,287	23,199	24,262	26,131	27,459	29,073	28,189	30,450	31,696	35,435	37,828	42,484	44,519
Breakout of Television and Cable Advertising Dollars																		
Total of Television Network and Station Dollars	11,416	12,729	14,423	16,427	19,310	20,298	22,026	22,941	24,490	25,364	26,616	25,461	27,249	28,020	31,133	32,720	36,046	36,893
Cable Advertising Dollars	72	160	290	452	733	989	1,173	1,321	1,641	2,095	2,457	2,728	3,201	3,678	4,302	5,108	6,438	7,626
Total Television and Cable Business	11,488	12,889	14,713	16,879	20,043	21,287	23,199	24,262	26,131	27,459	29,073	28,189	30,450	31,696	35,435	37,828	42,484	44,519
Breakout of Total Local Advertising Dollars:																		
Station Dollars	2,967	3,368	3,765	4,345	5,084	5,714	6,514	6,833	7,270	7,612	7,856	7,565	8,079	8,435	9,464	9,985	10,944	11,436
Cable Dollars	12	26	48	76	121	196	270	306	383	497	597	704	974	1,082	1,250	1,573	1,966	2,172
Total Local Dollars	2,979	3,394	3,813	4,421	5,205	5,910	6,784	7,139	7,653	8,109	8,453	8,269	9,053	9,527	10,714	11,558	12,910	13,608
Breakout of Total National Advertising Dollars:																		
Network Dollars - ABC, CBS, NBC	5,130	5,540	6,144	6,955	8,318	8,060	8,342	8,500	9,172	9,110	9,383	8,933	9,549	9,369	9,959	10,263	11,423	11,324
Fox Dollars	0	0	0	0	0	0	0	100	148	250	519	656	780	840	983	1,337	1,658	1,686
Station Dollars	3,269	3,746	4,364	4,827	5,488	6,004	6,570	6,846	7,147	7,354	7,788	7,110	7,551	7,800	8,993	9,119	9,803	9,999
Cable Dollars	60	134	242	376	612	793	903	1,015	1,258	1,598	1,860	2,024	2,227	2,586	3,052	3,535	4,472	5,454
Syndicated Dollars	50	75	150	300	420	520	600	662	753	1,038	1,070	1,197	1,280	1,576	1,734	2,016	2,218	2,438
Total National Dollars	8,509	9,495	10,900	12,458	14,838	15,377	16,415	17,123	18,478	19,350	20,620	19,920	21,397	22,171	24,721	26,270	29,574	30,911

Percentage Share of Television Advertising Dollars Earned by Respective Media

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
Relative Shares of Television Advertising Dollars																		
Network Television																		
Network Television (ABC, CBS, NBC)	44.7%	43.0%	41.8%	41.2%	41.5%	37.9%	36.0%	35.0%	35.1%	33.2%	32.3%	31.7%	31.4%	29.6%	28.1%	27.1%	26.9%	25.4%
Fox Broadcasting Company (1992 Estimated)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.6%	0.9%	1.8%	2.3%	2.6%	2.7%	2.8%	3.5%	3.9%	3.8%
Total Network Advertising Dollars	44.7%	43.0%	41.8%	41.2%	41.5%	37.9%	36.0%	35.4%	35.7%	34.1%	34.1%	34.0%	33.9%	32.2%	30.9%	30.7%	30.8%	29.2%
Local Station																		
Local Spot Television	25.8%	26.1%	25.6%	25.7%	25.4%	26.6%	28.1%	28.2%	27.8%	27.7%	27.0%	26.8%	26.5%	26.6%	26.7%	26.4%	25.8%	25.7%
National Spot Television	28.5%	29.1%	29.7%	28.6%	27.4%	28.2%	28.3%	28.2%	27.4%	26.8%	26.8%	25.2%	24.8%	24.6%	25.4%	24.1%	23.1%	22.5%
Total Station Advertising Revenue	54.3%	55.2%	55.3%	54.3%	52.7%	55.0%	56.4%	56.4%	55.2%	54.5%	53.8%	52.1%	51.3%	51.2%	52.1%	50.5%	48.8%	48.1%
Cable Television																		
Cable Television (Network)	0.5%	1.0%	1.6%	2.2%	3.1%	3.7%	3.9%	4.2%	4.8%	5.8%	6.4%	7.2%	7.3%	8.2%	8.6%	9.3%	10.5%	12.3%
Cable Television (Local, Non-Network)	0.1%	0.2%	0.3%	0.5%	0.6%	0.9%	1.2%	1.3%	1.5%	1.8%	2.1%	2.5%	3.2%	3.4%	3.5%	4.2%	4.6%	4.9%
Total Cable Television	0.6%	1.2%	2.0%	2.7%	3.7%	4.6%	5.1%	5.4%	6.3%	7.6%	8.5%	9.7%	10.5%	11.6%	12.1%	13.5%	15.2%	17.1%
Syndicated (Production Companies)																		
Syndicated Television (Barter - Fox Broken Separately)	0.4%	0.6%	1.0%	1.8%	2.1%	2.4%	2.6%	2.7%	2.9%	3.8%	3.7%	4.2%	4.2%	5.0%	4.8%	5.3%	5.2%	5.5%
Total Television Advertising Dollars	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Breakout of Television and Cable Advertising Dollars																		
Total of Television Network and Station Dollars	99.4%	98.8%	98.0%	97.3%	96.3%	95.4%	94.9%	94.6%	93.7%	92.4%	91.5%	90.3%	89.5%	88.4%	87.9%	86.5%	84.8%	82.9%
Cable Advertising Dollars	0.6%	1.2%	2.0%	2.7%	3.7%	4.6%	5.1%	5.4%	6.3%	7.6%	8.5%	9.7%	10.5%	11.6%	12.1%	13.5%	15.2%	17.1%
Total Television and Cable Advertising Dollars	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Relative Proportions of Big Three Networks and Fox																		
Big Three Network Ad Dollars	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.8%	98.4%	97.3%	94.8%	93.2%	92.4%	91.8%	91.0%	88.5%	87.3%	87.0%
Fox Broadcasting Company Ad Dollars	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.6%	2.7%	5.2%	6.8%	7.6%	8.2%	9.0%	11.5%	12.7%	13.0%

Year-over-Year Growth in Television Dollars Earned by Respective Media

	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
Relative Growth Rates of Television Advertising Dollars																	
Network Television (ABC, CBS, NBC)	8.0%	10.9%	13.2%	19.6%	-3.1%	3.5%	1.9%	7.9%	-0.7%	3.0%	-4.8%	6.9%	-1.9%	6.3%	3.1%	11.3%	-0.9%
Local Television Stations																	
Local Spot Television	13.5%	11.8%	15.4%	17.0%	12.4%	14.0%	4.9%	6.4%	4.7%	3.2%	-3.7%	6.8%	4.4%	12.2%	5.5%	9.6%	4.5%
National Spot Television	14.6%	16.5%	10.6%	13.7%	9.4%	9.4%	4.2%	4.4%	2.9%	5.9%	-6.7%	6.2%	3.3%	15.3%	1.4%	7.5%	2.0%
Total Station Advertising Revenue	14.1%	14.3%	12.8%	15.3%	10.8%	11.7%	4.5%	5.4%	3.8%	4.5%	-6.2%	6.5%	3.9%	13.7%	3.5%	8.6%	3.3%
Cable Television																	
Cable Television (Network)	123.3%	80.6%	55.4%	62.8%	29.6%	13.9%	12.4%	23.9%	27.0%	16.4%	8.8%	10.0%	16.1%	18.0%	15.8%	26.5%	22.0%
Cable Television (Local, Non-Network)	116.7%	84.6%	58.3%	59.2%	62.0%	37.8%	13.3%	25.2%	29.8%	20.1%	17.9%	38.4%	12.1%	14.5%	25.8%	25.0%	10.5%
Total Cable Television	122.2%	81.3%	55.9%	62.2%	34.9%	18.6%	12.6%	24.2%	27.7%	17.3%	11.0%	17.3%	14.9%	17.0%	18.7%	26.0%	18.5%
Syndicated Television (Barter)	50.0%	100.0%	100.0%	40.0%	23.8%	15.4%	10.3%	13.7%	37.8%	3.1%	11.9%	7.8%	22.2%	10.0%	16.3%	10.0%	9.9%
Total Television Advertising Dollars	12.2%	14.2%	14.7%	18.7%	6.2%	9.0%	4.6%	7.7%	5.1%	5.9%	-3.0%	8.0%	4.1%	11.8%	6.8%	12.3%	4.8%
National/Local Dollar Split - Total Advertising																	
Total Local Television Advertising Dollars	26.3%	25.9%	26.2%	26.0%	27.8%	29.2%	29.4%	29.3%	29.5%	29.1%	29.3%	29.7%	30.1%	30.2%	30.6%	30.4%	30.6%
Total National Television Advertising Dollars	73.7%	74.1%	73.8%	74.0%	72.2%	70.8%	70.6%	70.7%	70.5%	70.9%	70.7%	70.3%	69.9%	69.8%	69.4%	69.6%	69.4%
National/Local Dollar Split - Station Advertising																	
Total Local Television Advertising Dollars for Station	47.3%	46.3%	47.4%	48.1%	48.8%	49.8%	50.0%	50.4%	50.9%	50.2%	51.6%	51.7%	52.0%	51.3%	52.3%	52.7%	53.4%
Total National Television Advertising Dollars for Station	52.7%	53.7%	52.6%	51.9%	51.2%	50.2%	50.0%	49.6%	49.1%	49.8%	48.4%	48.3%	48.0%	48.7%	47.7%	47.3%	46.6%
Local Dollar Split - Television Versus Cable																	
Total Local Television Advertising Dollars	99.6%	99.2%	98.7%	98.3%	97.7%	96.7%	95.7%	95.0%	93.9%	92.9%	91.5%	89.2%	88.5%	88.3%	86.4%	84.8%	84.0%
Total Local Cable Advertising Dollars	0.4%	0.8%	1.3%	1.7%	2.3%	3.3%	4.3%	5.0%	6.1%	7.1%	8.5%	10.8%	11.5%	11.7%	13.6%	15.2%	16.0%
Total Local Dollars	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
National Dollar Split																	
Total Network Television Advertising Dollars	60.3%	58.3%	56.4%	55.8%	56.1%	52.4%	50.8%	49.6%	49.6%	47.1%	45.5%	44.8%	44.6%	42.3%	40.3%	38.1%	36.6%
Total Fox Television Advertising Dollars	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%	1.3%	2.5%	3.3%	3.6%	3.8%	4.0%	5.1%	5.5%
Total National Station Advertising Dollars	38.4%	39.5%	40.0%	38.7%	37.0%	39.0%	40.0%	40.0%	38.7%	38.0%	37.8%	35.7%	35.3%	35.2%	36.4%	34.7%	32.3%
Total National Cable Advertising Dollars	0.7%	1.4%	2.2%	3.0%	4.1%	5.2%	5.5%	5.9%	6.8%	8.3%	9.0%	10.2%	10.4%	11.7%	12.3%	13.5%	17.6%
Total Syndicated Advertising Dollars	0.6%	0.8%	1.4%	2.4%	2.8%	3.4%	3.7%	3.9%	4.1%	5.4%	5.2%	6.0%	6.0%	7.1%	7.0%	7.7%	7.9%
Total National Dollars	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Part IV: Political Advertising

This section provides political advertising data from 1970 to 1997, broken down by dollars spent at the networks and stations (spot). The table also describes whether the year was a presidential, congressional, or off-election year.

Source: Television Bureau of Advertising.

Estimated Annual Political Advertising Expenditures (Gross Dollars Expended in Thousands of Dollars)

Year	Type of Elections	Network	Stations	Total Political	Percent Network	Percent Stations
1970	Congressional	\$261	\$11,789	\$12,050	2.2%	97.8%
1971	Off Election Year	\$30	\$5,490	\$5,520	0.5%	99.5%
1972	Presidential	\$6,519	\$18,061	\$24,580	26.5%	73.5%
1973	Off Election Year	\$1,199	\$7,886	\$9,085	13.2%	86.8%
1974	Congressional	\$1,486	\$21,782	\$23,268	6.4%	93.6%
1975	Off Election Year	\$1,744	\$6,251	\$7,995	21.8%	78.2%
1976	Presidential	\$7,907	\$42,936	\$50,842	15.6%	84.4%
1977	Off Election Year	\$0	\$14,993	\$14,993	0.0%	100.0%
1978	Congressional	\$1,066	\$56,545	\$57,611	1.9%	98.1%
1979	Off Election Year	\$255	\$16,892	\$17,147	1.5%	98.5%
1980	Presidential	\$20,700	\$69,870	\$90,570	22.9%	77.1%
1981	Off Election Year	\$713	\$20,114	\$20,827	3.4%	96.6%
1982	Congressional	\$862	\$122,760	\$123,622	0.7%	99.3%
1983	Off Election Year	\$2,740	\$24,610	\$27,349	10.0%	90.0%
1984	Presidential	\$43,653	\$110,172	\$153,824	28.4%	71.6%
1985	Off Election Year	\$0	\$22,681	\$22,681	0.0%	100.0%
1986	Congressional	\$459	\$161,184	\$161,643	0.3%	99.7%
1987	Off Election Year	\$0	\$24,923	\$24,923	0.0%	100.0%
1988	Presidential	\$38,521	\$189,380	\$227,900	16.9%	83.1%
1989	Off Election Year	\$0	\$51,539	\$51,539	0.0%	100.0%
1990	Congressional	\$0	\$203,313	\$203,313	0.0%	100.0%
1991	Off Election Year	\$0	\$37,304	\$37,304	0.0%	100.0%
1992	Presidential	\$73,816	\$225,807	\$299,623	24.6%	75.4%
1993	Off Election Year	\$0	\$70,158	\$70,158	0.0%	100.0%
1994	Congressional	\$0	\$354,961	\$354,961	0.0%	100.0%
1995	Off Election Year	\$0	\$55,000	\$55,000	0.0%	100.0%
1996	Presidential	\$33,824	\$366,662	\$400,486	8.4%	91.6%
1997	Off Election Year	\$0	\$78,881	\$78,881	0.0%	100.0%

Congressional One-third of Senate, all of House and about three-quarters of Governors

Off Election Year Some local and county elections

Source: Television Bureau of Advertising.

Ratings Data

Part I: Network Ratings and Shares

These data summarize the network ratings (percentage of television households [TVHH] watching the networks divided by total U.S. TVHH) and shares (percentage of TVHH watching the networks divided by U.S. Households Using Television) for the "Big Four" networks from the 1979-1980 broadcast season to the 1997-98 broadcast season.

Sources: Nielsen Media Research; Fox Broadcasting, Inc.; CBS Corp.; Bear, Stearns & Co. Inc.

Ratings for ABC, CBS, NBC, Fox, UPN, and WB for Broadcast Season — Primetime

Broadcast Season - September to April	"Big Three" (ABC, CBS and NBC)				"Big Four" (ABC, CBS, Fox and NBC)		UPN Ratings	WB Ratings	Total Broadcast Ratings
	ABC Ratings	CBS Ratings	NBC Ratings	Ratings	Fox Ratings (1)	Ratings			
1979-1980	19.5	19.6	17.4	56.5	0.0	56.5	0.0	0.0	56.5
1980-1981	18.2	19.8	16.6	54.6	0.0	54.6	0.0	0.0	54.6
1981-1982	18.1	19.0	15.2	52.3	0.0	52.3	0.0	0.0	52.3
1982-1983	17.7	18.2	15.1	51.0	0.0	51.0	0.0	0.0	51.0
1983-1984	17.2	18.0	14.9	50.1	0.0	50.1	0.0	0.0	50.1
1984-1985	15.4	16.9	16.2	48.5	0.0	48.5	0.0	0.0	48.5
1985-1986	14.9	16.7	17.5	49.1	0.0	49.1	0.0	0.0	49.1
1986-1987	14.1	15.8	17.8	47.7	0.0	47.7	0.0	0.0	47.7
1987-1988	13.7	13.4	16.0	43.1	3.9	47.0	0.0	0.0	47.0
1988-1989	12.9	12.5	15.9	41.3	5.6	46.9	0.0	0.0	46.9
1989-1990	12.9	12.2	14.6	39.7	6.3	46.0	0.0	0.0	46.0
1990-1991	12.5	12.3	12.7	37.5	6.4	43.9	0.0	0.0	43.9
1991-1992	12.2	13.8	12.3	38.3	8.0	46.3	0.0	0.0	46.3
1992-1993	12.4	13.3	11.0	36.7	7.7	44.4	0.0	0.0	44.4
1993-1994	12.4	14.0	11.0	37.4	7.2	44.6	0.0	0.0	44.6
1994-1995	12.0	11.1	11.5	34.6	7.7	42.3	3.4	1.9	47.6
1995-1996(2)	10.6	9.6	11.7	31.9	7.3	39.2	3.1	2.4	44.7
1996-1997(3)	9.2	9.6	10.5	29.3	7.7	37.0	3.2	2.6	42.8
1997-1998(4)	8.4	9.6	10.2	28.2	7.1	35.3	2.8	3.1	41.2

(1) Ratings for Fox are from Fox Broadcasting, Inc. for the seasons ending 1988 to 1990; Nielsen began breaking out Fox ratings in 1990-1991 season.

(2) 1995-1996 season was extended until May 22, 1996.

(3) 1996-1997 broadcast season was extended until May 25, 1997.

(4) 1997-1998 broadcast season is through May 20, 1998.

Sources: Nielsen Media Research; Fox Broadcasting, Inc.; CBS Corp.; Bear, Stearns & Co. Inc.

Share for ABC, CBS, NBC, Fox, UPN, and WB for Broadcast Season — Primetime

Broadcast Season - September to April	ABC Share	CBS Share	NBC Share	*Big Three* (ABC, CBS and NBC) Share	Fox Share (1)	*Big Four* (ABC, CBS, Fox and NBC) Ratings	UPN Share	WB Share	Total Broadcast Share
1979-1980	31	31	28	90	0	90	0	0	90
1980-1981	29	30	26	85	0	85	0	0	85
1981-1982	29	30	24	83	0	83	0	0	83
1982-1983	28	29	24	81	0	81	0	0	81
1983-1984	27	28	23	78	0	78	0	0	78
1984-1985	24	27	26	77	0	77	0	0	77
1985-1986	23	26	27	76	0	76	0	0	76
1986-1987	22	25	28	75	0	75	0	0	75
1987-1988	22	22	26	70	0	70	0	0	70
1988-1989	21	20	26	67	0	67	0	0	67
1989-1990	21	20	24	65	0	65	0	0	65
1990-1991	21	21	21	63	11	74	0	0	74
1991-1992	20	23	20	63	13	76	0	0	76
1992-1993	20	22	18	60	12	72	0	0	72
1993-1994	20	23	18	61	11	72	0	0	72
1994-1995	20	18	19	57	12	69	6	3	78
1995-1996(2)	18	16	19	53	12	65	5	4	74
1996-1997(3)	15	16	18	49	13	62	5	4	71
1997-1998(4)	14	16	17	47	12	59	4	5	68

(1) Shares for Fox are from Fox Broadcasting, Inc. for the seasons ending 1988 to 1990; Nielsen began breaking out Fox shares in 1990-1991 season.

(2) 1995-1996 season was extended until May 22, 1996.

(3) 1996-1997 broadcast season was extended through May 25, 1997.

(4) 1997-1998 broadcast season is through May 20, 1998.

Sources: Nielsen Media Research; Fox Broadcasting, Inc.; Westinghouse; Bear, Stearns & Co. Inc.

Part II: Households Delivered 1979-1998

These data summarize the average number of television households (TVHH) reached by the networks from the 1978-1979 broadcast season to the 1997-98 broadcast season.

Sources: Nielsen Media Research; Fox Broadcasting; CBS Corp.; Bear, Stearns & Co. Inc.

Network Ratings and Households Reached in Primetime

Broadcast Season - September to April	Total Television Households	Households per Rating Point	ABC Ratings	CBS Ratings	NBC Ratings	Fox Ratings	UPN Ratings	WB Ratings	"Big Three" (ABC, CBS and NBC) Ratings	"Big Four" (ABC, CBS, NBC, Fox) Ratings	Total Broadcast Ratings	ABC Households	CBS Households	NBC Households	Big Three Households	Fox Households	Big Four Households	UPN Households	WB Households	Total Broadcast Households
1978-1979	74,500	745	21.0	18.6	17.1	0.0	0.0	0.0	56.7	56.7	56.7	15,645	13,857	12,740	42,242	0	42,242	0	0	42,242
1979-1980	76,300	763	19.5	19.6	17.4	0.0	0.0	0.0	56.5	56.5	56.5	14,879	14,955	13,276	43,110	0	43,110	0	0	43,110
1980-1981	79,900	799	18.2	19.8	16.6	0.0	0.0	0.0	54.6	54.6	54.6	14,542	15,820	13,263	43,625	0	43,625	0	0	43,625
1981-1982	81,500	815	18.1	19.0	15.2	0.0	0.0	0.0	52.3	52.3	52.3	14,752	15,485	12,388	42,625	0	42,625	0	0	42,625
1982-1983	83,300	833	17.7	18.2	15.1	0.0	0.0	0.0	51.0	51.0	51.0	14,744	15,161	12,578	42,483	0	42,483	0	0	42,483
1983-1984	83,800	838	17.2	18.0	14.9	0.0	0.0	0.0	50.1	50.1	50.1	14,414	15,084	12,486	41,984	0	41,984	0	0	41,984
1984-1985	84,900	849	15.4	16.9	16.2	0.0	0.0	0.0	48.5	48.5	48.5	13,075	14,348	13,754	41,177	0	41,177	0	0	41,177
1985-1986	85,900	859	14.9	16.7	17.5	0.0	0.0	0.0	49.1	49.1	49.1	12,799	14,345	15,033	42,177	0	42,177	0	0	42,177
1986-1987	87,400	874	14.1	15.8	17.8	0.0	0.0	0.0	47.7	47.7	47.7	12,323	13,809	15,557	41,690	0	41,690	0	0	41,690
1987-1988(1)	88,600	886	13.7	13.4	16.0	3.9	0.0	0.0	43.1	47.0	47.0	12,138	11,872	14,176	38,187	3,455	41,642	0	0	41,642
1988-1989(1)	90,400	904	12.9	12.5	15.9	5.6	0.0	0.0	41.3	46.9	46.9	11,662	11,300	14,374	37,335	5,062	42,398	0	0	42,398
1989-1990(1)	92,100	921	12.9	12.2	14.6	6.3	0.0	0.0	39.7	46.0	46.0	11,881	11,236	13,447	36,564	5,802	42,366	0	0	42,366
1990-1991	93,100	931	12.5	12.3	12.7	6.4	0.0	0.0	37.5	43.9	43.9	11,638	11,451	11,824	34,913	5,958	40,871	0	0	40,871
1991-1992(2)	92,100	921	12.2	13.8	12.3	8.0	0.0	0.0	38.3	46.3	46.3	11,236	12,710	11,328	35,274	7,368	42,642	0	0	42,642
1992-1993	93,100	931	12.4	13.3	11.0	7.7	0.0	0.0	36.7	44.4	44.4	11,544	12,382	10,241	34,168	7,169	41,336	0	0	41,336
1993-1994	94,200	942	12.4	14.0	11.0	7.2	0.0	0.0	37.4	44.6	44.6	11,681	13,188	10,362	35,231	6,782	42,013	0	0	42,013
1994-1995	95,400	954	12.0	11.1	11.5	7.7	3.4	1.9	34.6	42.3	47.6	11,448	10,589	10,871	33,008	7,346	40,354	3,244	1,813	45,410
1995-1996(3)	95,900	959	10.6	9.6	11.7	7.3	3.1	2.4	31.9	39.2	44.7	10,165	9,206	11,220	30,582	7,001	37,583	2,973	2,302	42,857
1996-1997(4)	97,000	970	9.2	9.6	10.5	7.7	3.2	2.6	29.3	37.0	42.8	8,824	9,312	10,185	28,421	7,469	35,890	3,104	2,522	41,516
1997-1998(5)	98,000	980	8.4	9.6	10.2	7.1	2.8	3.1	28.2	35.3	41.2	8,232	9,408	9,996	27,636	6,958	34,594	2,744	3,038	40,376

(1) Ratings for Fox are from Fox Broadcasting, Inc. for the seasons ending 1988 to 1990; Nielsen began breaking out Fox ratings in 1990-1991 season.

(2) In 1992, Total Number of U.S. Households was adjusted downward slightly due to census results.

(3) 1995-1996 season was extended until May 22, 1996.

(4) 1996-1997 broadcast season was extended through May 25, 1997.

(5) 1997-1998 broadcast season is through May 20, 1998.

Sources: Nielsen Media Research; Fox Broadcasting, Inc.; CBS Corp.; Bear, Stearns & Co. Inc.

Part III: Comparative Ratings for Broadcast and Cable

These data summarize the comparative prime time and total day ratings and shares for broadcast television, which includes the Big Three Networks (ABC, CBS, and NBC), Fox, independent stations (including WB and UPN), Public Broadcasting Stations (PBS), and cable television (which includes basic and pay cable networks). The period measured is the November ratings period, which is during the heart of the broadcast season (which generally runs from September to April/May) from 1982 to 1997. These data are especially useful in finding the relative movement of audience among the various television players.

Sources: Nielsen Media Research; Bear, Stearns & Co. Inc.

Comparative Primetime Ratings for the Networks, Independent Stations, Public Broadcasting, Pay Cable, and Cable Networks - Primetime

November Rating Period	Network Affiliates Ratings	Network Affiliates Shares	Fox Affiliates Ratings	Fox Affiliates Shares	Independent Ratings	Independent Shares	PBS Ratings	PBS Shares	Pay Cable Ratings	Pay Cable Shares	Cable Networks Ratings	Cable Networks Shares
Nov-82	49.6	80.0	0.0	0.0	8.7	14.0	2.7	4.0	3.1	5.0	1.8	3.0
Nov-83	51.4	80.0	0.0	0.0	8.7	14.0	2.4	4.0	3.8	6.0	2.7	4.0
Nov-84	47.5	76.0	0.0	0.0	9.9	16.0	2.5	4.0	3.9	6.0	3.3	5.0
Nov-85	50.6	77.0	0.0	0.0	10.3	16.0	2.5	4.0	3.6	6.0	3.7	6.0
Nov-86	48.3	76.0	0.0	0.0	10.9	17.0	2.7	4.0	3.0	5.0	4.1	6.0
Nov-87	44.0	72.0	0.0	0.0	11.8	19.0	2.7	4.0	3.6	6.0	5.6	9.0
Nov-88(1)	42.2	68.0	0.0	0.0	12.7	20.0	2.5	4.0	3.9	6.0	7.7	12.0
Nov-89(1)	40.5	67.0	0.0	0.0	12.6	21.0	2.2	4.0	3.2	5.0	8.8	15.0
Nov-90(1)	38.1	64.0	0.0	0.0	13.0	22.0	2.3	4.0	3.1	5.0	11.2	16.0
Nov-91	39.0	62.8	6.3	10.2	6.1	10.0	2.3	4.0	2.8	5.0	13.1	21.0
Nov-92	38.1	61.9	6.8	11.1	6.1	10.0	2.5	4.0	2.8	5.0	13.6	22.0
Nov-93	38.4	62.2	6.7	10.8	6.1	10.0	2.5	4.0	2.8	5.0	13.9	22.0
Nov-94	37.3	60.5	7.1	11.5	6.9	11.0	2.3	4.0	2.9	5.0	14.3	23.0
Nov-95	33.5	54.2	6.7	10.8	7.2	12.0	2.2	4.0	3.4	5.0	17.7	29.0
Nov-96	29.1	50.0	6.5	11.0	6.7	12.0	2.1	4.0	3.4	6.0	18.5	32.0
Nov-97	30.1	48.0	6.8	11.0	7.4	12.0	2.5	4.0	3.5	6.0	21.2	34.0

(1) From 1986-90, Fox ratings were included in independent totals.

Sources: Nielsen Media Research; Bear, Stearns & Co. Inc.

Comparative Total Day Shares for the Networks, Independent Stations, Public Broadcasting, Pay Cable, and Cable Networks - Total Day

November Rating Period	Network Affiliates Ratings	Network Affiliates Shares	Fox Affiliates Ratings	Fox Affiliates Shares	Independent Ratings	Independent Shares	PBS Ratings	PBS Shares	Pay Cable Ratings	Pay Cable Shares	Cable Networks Ratings	Cable Networks Shares
Nov-82	21.0	72.0	0.0	0.0	6.1	21.0	1.0	3.0	1.5	5.0	1.0	3.0
Nov-83	22.2	71.0	0.0	0.0	6.3	20.0	1.0	3.0	1.7	5.0	1.7	5.0
Nov-84	20.9	68.0	0.0	0.0	6.8	22.0	1.0	3.0	1.8	6.0	2.2	7.0
Nov-85	21.3	67.0	0.0	0.0	6.8	22.0	1.0	3.0	1.8	6.0	2.3	7.0
Nov-86	20.7	67.0	0.0	0.0	6.7	22.0	1.1	4.0	1.5	5.0	2.7	9.0
Nov-87	18.9	63.0	0.0	0.0	6.8	23.0	1.0	3.0	1.9	6.0	3.1	10.0
Nov-88(1)	18.2	60.0	0.0	0.0	7.1	23.0	1.0	3.0	2.0	7.0	4.1	13.0
Nov-89(1)	17.6	58.0	0.0	0.0	7.2	24.0	1.0	3.0	1.9	6.0	4.9	16.0
Nov-90(1)	16.5	56.0	0.0	0.0	8.0	27.0	0.9	3.0	1.8	6.0	6.4	22.0
Nov-91	17.1	55.6	2.9	9.4	3.4	11.0	0.9	3.0	1.6	5.0	7.4	24.0
Nov-92	17.0	54.4	3.0	9.6	3.3	11.0	1.1	4.0	1.5	5.0	7.8	25.0
Nov-93	17.1	54.7	2.9	9.3	3.4	11.0	1.1	4.0	1.5	5.0	7.9	25.0
Nov-94	16.4	52.2	3.4	10.8	3.6	11.0	1.1	4.0	1.6	5.0	8.2	26.0
Nov-95	14.7	46.5	3.3	10.5	3.9	12.0	1.0	3.0	1.9	6.0	9.6	31.0
Nov-96	12.0	44.0	4.1	10.0	3.5	12.0	1.0	3.0	1.9	6.0	10.3	34.0
Nov-97	13.6	43.0	2.9	9.0	3.7	12.0	1.1	4.0	2.0	6.0	11.5	36.0

(1) From 1986-90, Fox ratings were included in independent totals.

Sources: Nielsen Media Research; Bear, Stearns & Co. Inc.

Network Evening News Ratings Trends

Broadcast Season - September to April	ABC Ratings	CBS Ratings	NBC Ratings	"Big Three" (ABC, CBS and NBC) Ratings	Households per Rating Point	Households Delivered During News
1979-1980	13.3	15.5	13.8	42.6	763	32,504
1980-1981	12.6	15.4	13.2	41.2	799	32,919
1981-1982	12.8	13.9	12.9	39.6	815	32,274
1982-1983	12.2	14.4	11.7	38.3	833	31,904
1983-1984	11.1	13.8	11.2	36.1	838	30,252
1984-1985	11.1	13.5	11.3	35.9	849	30,479
1985-1986	11.7	13.4	12.2	37.3	859	32,041
1986-1987	10.7	12.1	12.1	34.9	874	30,503
1987-1988	10.9	11.6	10.4	32.9	886	29,149
1988-1989	10.9	11.0	10.4	32.3	904	29,199
1989-1990	11.0	10.1	9.9	31.0	921	28,551
1990-1991	11.6	9.7	9.9	31.2	931	29,047
1991-1992	10.8	9.5	9.1	29.4	921	27,077
1992-1993	11.3	9.8	9.4	30.5	931	28,396
1993-1994	10.9	9.8	9.9	30.6	942	28,825
1994-1995	10.3	8.7	8.7	27.7	954	26,426
1995-1996(1)	8.6	7.9	8.7	25.2	959	24,167
1996-1997(2)	8.2	7.0	8.2	23.4	970	22,698
1997-1998(3)	8.0	7.9	8.5	24.4	980	23,912

(1) 1995-96 season was extended until May 22, 1996.

(2) 1996-1997 broadcast season is through May 25, 1997.

(3) 1997-1998 broadcast season is through May 20, 1998.

Sources: Nielsen Media Research; Fox Broadcasting, Inc.; CBS Corp.; Bear, Stearns & Co. Inc.

Part IV: Cable Network Viewership 1997 and 1996

This chart summarizes the households being delivered by the top 32 cable networks for second-quarter 1997 versus second-quarter 1996.

Sources: *Broadcasting & Cable Magazine*.

Cable Network - Prime Time - Households - Second-Quarter 1997 Versus Second Quarter 1996

Network	Second-Quarter	Second-Quarter	2Q 1997 vs.	2Q 1997 vs.
	1997	1996	2Q1996	2Q1996
	Households	Households	Growth	Growth
			Percent	Households
TNT	1,709	1,423	20.1%	286
TBS	1,322	1,269	4.2%	53
Nickelodeon	1,312	1,126	16.5%	186
USA	1,273	1,281	-0.6%	(8)
Lifetime	1,043	912	14.4%	131
ESPN	997	1,026	-2.8%	(29)
A&E	912	815	11.9%	97
Discovery	898	747	20.2%	151
Family	668	700	-4.6%	(32)
Nashville Network	624	586	6.5%	38
CNN	554	509	8.8%	45
Cartoon	528	317	66.6%	211
Learning Channel	411	253	62.5%	158
MTV	405	404	0.2%	1
WGN	369	394	-6.3%	(25)
Sci-Fi	288	167	72.5%	121
ESPN2	235	151	55.6%	84
CNBC	223	289	-22.8%	(66)
Weather Channel	219	247	-11.3%	(28)
BET	199	210	-5.2%	(11)
Comedy Channel	194	183	6.0%	11
Prevue	193	196	-1.5%	(3)
Headline News	186	186	0.0%	0
VH-1	183	122	50.0%	61
History Channel	182	NA	NA	NA
fX	180	163	10.4%	17
E!	143	110	30.0%	33
CMT	104	90	15.6%	14
TV Land	69	NA	NA	NA
TV Food	57	NA	NA	NA
Court TV	38	17	123.5%	21
Travel Channel	23	NA	NA	NA
Fox News	<u>21</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>
Totals	15,762	13,893	13.5%	1,869

Source: *Broadcasting and Cable Magazine* - June 30, 1997 for 2Q 1997 and 2Q 1996.

Companies mentioned:

Ackerley Group (AK-20)
AFLAC Inc. (AFL-29)
Belo (A.H.)[§] (BLC-20)
BHC Communications 'A' (BHC-117)
Chris-Craft Industries (CCN-44)
Clear Channel Communications[‡] (CCU-48)
Cox Communications (COX-55)
Disney Co. (Walt)[§] (DIS-25)
Dow Jones & Co. (DJ-47)
FINOVA Group (FNV-50)
Gannett Co., Inc. (GCI-54)
General Electric (GE-80)
Granite Broadcasting, Inc.* (GBTVK-6³/₈)
Gray Communications Systems (GCS-19)
Harte-Hanks Comm. (HHS-22)
Hearst-Argyle Television 'A'* (HTV-33)
Jacor Communications* (JCOR-51)
Jefferson-Pilot (JP-61)
King World Productions (KWP-26)
Lee Enterprises, Inc. (LEE-26)
Liberty Corp. (LC-42)

The McGraw-Hill Cos. (MHP-79)
Media General Cl'A (MEG.A-39)
Meredith Corp. (MDP-32)
News Corp. Ltd. (NWS-26)
New York Times Co. (NYT-28)
Paxson Communications 'A' (PAX-9³/₁₆)
Pegasus Communications 'A' (PGTV-16)
Price Communications (PR-7¹³/₁₆)
Pulitzer Publishing (PTZ-79)
Scripps (E.W.) Co. (SSP-44)
Shop At Home, Inc. (SATH-2²⁵/₃₂)
Sinclair Broadcast Group* (SBGI-16)
Times Mirror 'A' (TMC-53)
Tribune Co. (TRB-50)
United International Holdings 'A' (UIHIA-9¹¹/₁₆)
Univision Communications (UVN-30)
USA Networks, Inc. (USAI-19)
Viacom Inc. Cl' B[§] (VIA.B-58)
Washington Post B (WPO-511)
Young Broadcasting, Inc.* (YBTVA-34)

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